Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Previously Presented) A method to identify a supplier of goods or services over the Internet comprising:

> accessing a home page having at least one link to a directory Web site for a class of
>> goods or services having a directory Web site address wherein a portion of the
>> directory Web site address describes the class of goods or services for the
>> directory Web site;

> selecting a class of goods or services having a link to a selected directory Web site
>> corresponding to the selected class of goods or services;

> activating the link to a selected directory Web site corresponding to the selected class of
>> goods or services, wherein a portion of the directory Web site address of the
>> selected directory Web site defines the selected class of goods or services; and

> receiving a display of the selected directory Web site, wherein the selected directory
>> Web site contains at least one supplier link to a corresponding supplier's Web
>> site wherein the corresponding supplier offers the goods or services of the
>> selected class of goods or services and a rollover window that conveys
>> information about a supplier corresponding to the supplier link.

2. (Previously Presented) The method of claim 1, wherein the selected directory Web site further comprises a first paragraph of text comprising a description of the selected class of goods or services and the directory Web site address includes a domain name portion wherein the domain name portion of the selected directory Web site defines the selected class of goods or services.

3. (Previously Presented) The method of claim 2, wherein the selected directory Web site further comprises a descriptive title portion at least partially corresponding to the description of the selected class of goods or services described by the selected directory Web site address.

4. (Currently Amended) The method of claim 1 <u>wherein the rollover window does not obscure other content on the directory Web site</u> and further comprising the step of pre-selecting a supplier link thereby causing the rollover window to display information corresponding to the pre-selected supplier link.

5. (Previously Presented) The method of claim 3, wherein the selected directory Web site further comprises a supplier descriptive portion corresponding to the supplier located adjacent the corresponding supplier link; wherein the selected directory Web site further comprises a link to the home page, and wherein the supplier descriptive portion describes the supplier who offers goods or services of the selected class of goods or services.

6. (Previously Presented) The method of claim 4, wherein the step of pre-selecting a supplier link by the user further comprises placing a user's cursor over or proximate to the pre-selected supplier link on the directory Web site thereby causing the rollover window to display information corresponding to a user selected supplier link.

7. (Previously Presented) The method of claim 6, wherein the selected directory Web site comprises at least one at least partially descriptive metatag.

8. (Previously Presented) The method of claim 1, further comprising the steps of activating the supplier link for a supplier of a class of goods or services thereby launching a separate internet browser window; and

displaying the supplier Web site corresponding to the activated supplier link in the separate internet browser window.

9. (Currently Amended) The method of claim 1, wherein the rollover window does not obscure other content on the directory Web site conveys information and the information is chosen from the group consisting of information audibly conveyed to the user and information visually conveyed to the user.

10. (Currently Amended) The method of claim 1, wherein the rollover window does not obscure other content on the directory Web site utilizes a script; the rollover window is positioned proximate the at least one supplier link; the rollover window displays information about a first pre-selected supplier when a user pre-selects a first supplier link; and the rollover window displays information about a second pre-selected supplier when a user pre-selects a second supplier link.

11. (Previously Presented) A method to identify suppliers of goods or services over the Internet comprising the following steps:

    a user accessing an index page by utilizing a computer connected to the Internet to
        display an index page to the user in an initial Internet browser window; wherein
        the index page is stored on a storage medium accessible from the Internet and
        comprises:

            a link corresponding to a directory Web site, wherein the directory Web
                site comprises:
                a directory Web site address wherein a portion of the directory
                    Web site address defines a class of goods or services;
                a supplier link to a least one supplier Web site for a supplier who
                    offers the goods or services of the class of goods or
                    services of the directory Web site; and
                a rollover window;
        the user selecting from the index page, a user determined directory Web site and the

corresponding link to the directory Web site based upon the class of goods or services;

the user activating the link corresponding to the user determined directory Web site thereby causing the directory Web site to be displayed to the user in a directory Web site Internet browser window;

the user pre-selecting a supplier link to a supplier Web site for a supplier who offers the goods or services of the class of goods or services of the directory Web site and thereby displaying information in the rollover window about the pre-selected supplier; and

the user activating the supplier link thereby launching a supplier internet browser window and displaying the supplier's Web site or supplier information in the supplier internet browser window and wherein the directory Web site remains displayed in a separate window and wherein the supplier offers goods or services of the class of goods or services.

12. (Previously Presented) The method of claim 11, wherein the index page comprises a plurality of links to corresponding directory Web sites and wherein each directory Web site comprises a plurality of supplier links and further comprising the steps of:

selecting a subsequent user determined supplier link for a subsequent supplier of goods or services; and

activating the subsequent user determined supplier link to the corresponding user selected subsequent supplier Web site thereby launching a second supplier internet browser window and displaying the subsequent supplier Web site in the second supplier internet browser window.

13. (Cancelled)

14. (Currently Amended) The method of claim 12, wherein the directory Web site further

comprises <u>a descriptive title portion and</u> a first paragraph of text comprising a description of the defined class of goods or services <u>between the descriptive title portion and the supplier link</u> and <u>wherein</u> the [[a]] descriptive title portion <u>is located in the header of the directory Web site</u> and at least partially ~~corresponding~~ corresponds to the description of the class of goods or services.

15. (Original) The method of claim 14, wherein the directory Web site further comprises a link to the index page.

16. (Previously Presented) The method of claim 15, wherein the directory Web site further comprises a description of information regarding a supplier corresponding to the supplier.

17. (Previously Presented) The method of claim 16, wherein the description of information regarding a supplier corresponding to the supplier is located adjacent the corresponding supplier link.

18. (Previously Presented) The method of claim 17, wherein the directory Web site comprises at least one at least partially descriptive metatag.

19. (Previously Presented) A supplier identification and locator system whereby a user can identify a supplier of goods or services over the Internet using an Internet browser by at least partially utilizing a conventional search engine employing a search algorithm, the supplier identification and locator system comprising:

at least one directory Web site stored on a server accessible from the

Internet, wherein the directory Web site comprises:

a directory Web site address, wherein a portion of the directory Web site address defines a class of goods or services, and

at least one supplier link to a corresponding supplier's Web site, wherein each

supplier link accesses the corresponding supplier's Web site when activated and wherein the supplier offers the goods or services of the defined class of goods or services;

a rollover window wherein the rollover window displays information about each supplier corresponding to the supplier identified by the supplier link when the user pre-selects the supplier link or a description of the supplier, wherein the information displayed in the rollover window includes a description of at least one of the supplier's goods or services of the defined class of goods or services;

a descriptive title portion at least partially corresponding to the description of the defined class of goods or services described by the directory Web site address;

a description of information regarding each supplier corresponding to each supplier link wherein each description of information is located proximate each supplier link corresponding to each description of information; and

at least one at least partially descriptive metatag; and

wherein the Internet browser, the conventional search engine, and the directory Web site are configured to allow a user to: access the conventional search engine Web site using an initial Internet browser window; input a search strategy into the conventional search engine to search for a supplier of a user determined good or service; initiate the search for a supplier of the user determined good or service; view ranked result links as analyzed by the conventional search engine's algorithm and displayed by the conventional search engine; activate a ranked result link corresponding to the directory Web site corresponding to the user inputted search strategy; pre-select the supplier link for a supplier of goods or services thereby causing the rollover window to display information corresponding to the pre-selected supplier link; and activate the supplier link for a supplier who offers the goods or services of the class of goods or services at least partially described by the directory Web site address thereby launching a subsequent Internet browser window and displaying the supplier Web site corresponding to the activated supplier link.

20. (Previously Presented) The supplier identification and locator system of claim 19, wherein the supplier link comprises a domain name link; the directory Web site address includes a domain name portion; the descriptive title portion is positioned at the top of the directory Web site; and wherein the directory Web site domain name portion defines the class of goods or services.

21. (Cancelled)

22. (Previously Presented) A supplier identification and locator system whereby a user can identify a supplier of goods or services over the Internet comprising:

    at least one directory Web site stored on a server accessible from the

        Internet, wherein each directory Web site comprises:

        a directory Web site address wherein a portion of the directory Web site address

            defines a class of goods or services;

        a corresponding supplier link to each of at least one supplier Web site, wherein

            the supplier link accesses the corresponding supplier's Web site and the

            supplier offers the goods or services of the defined class of goods or

            services;

        a supplier descriptive portion located adjacent to the corresponding supplier

            link, wherein the supplier descriptive portion is at least partially

            descriptive of the defined class of goods or services;

        a descriptive title portion at least partially corresponding and describing the

            defined class of goods or services described by the directory Web site

            address; and

        a rollover window, wherein the rollover window displays information about the

supplier corresponding to the supplier identified by the supplier link that offers goods or services of the defined class of goods or services.

23. (Previously Presented) The supplier identification and locator system of claim 22, wherein the rollover window utilizes a script and wherein the information displayed includes a description of at least one of the supplier's goods or services of the defined class of goods or services.

24. (Previously Presented) A supplier identification and locator system whereby a user can identify a supplier of goods or services over the Internet comprising at least one directory Web site stored on the server accessible from the Internet, wherein the directory Web site comprises a directory Web site address, wherein a portion of the directory Web site defines a class of goods or services; a plurality of supplier links where activation of a supplier link accesses that supplier's Web site, wherein the supplier offers goods or services of the defined class of goods or services; a supplier descriptive portion located adjacent to the corresponding supplier link; a descriptive title portion positioned at the top of the directory Web site and at least partially corresponding to the defined class of goods or services; and a first rollover window that displays information about at least one of the suppliers corresponding to a supplier identified by at least one of the supplier links, and wherein the information displayed by the first rollover window includes a written description of at least one of the supplier's goods or services that relate to the defined class of goods or services.

25. (Previously Presented) The supplier identification and locator system of claim 24, wherein the directory Web site comprises a first set of supplier links having at least a first supplier link to a first supplier's Web site and a second supplier link to a second supplier's Web site and wherein the first rollover window displays information about the first supplier when the user pre-selects the first supplier link and the first rollover window displays information about the second supplier when the user pre-selects the second supplier link.

26. (Previously Presented) The supplier identification and locator system of claim 24, wherein the directory Web site comprises a first set of supplier links and a second set of supplier links.

27. (Previously Presented) The supplier identification and locator system of claim 25, wherein the directory Web site comprises the first set of supplier links and a second set of supplier links.

28. (Previously Presented) The supplier identification and locator system of claim 26, wherein at least a portion of the first rollover window is visible when at least a portion of the first set of supplier links is visible.

29. (Previously Presented) The supplier identification and locator system of claim 27, wherein at least a portion of the first rollover window is visible when at least a portion of the first set of supplier links is visible.

30. (Previously Presented) The supplier identification and locator system of claim 24, wherein the directory Web site further comprises a second rollover window.

31. (Previously Presented) The supplier identification and locator system of claim 24, comprising a plurality of directory Web sites.

32. (Previously Presented) The supplier identification and locator system of claim 31, wherein each directory Web site contains at least one link to at least one other directory Web site.

33. (Previously Presented) The supplier identification and locator system of claim 26, wherein the directory Web site comprises a second rollover window that is visible when the user views at least a portion of the second set of supplier links and wherein the second rollover window displays information regarding the suppliers corresponding to the supplier links contained in the second set of supplier links.

34. (Previously Presented) The supplier identification and locator system of claim 27, wherein the directory Web site comprises a second rollover window that is visible when the user views at least a portion of the second set of supplier links and wherein the second rollover window displays information regarding the suppliers corresponding to the supplier links contained in the second set of supplier links.

35. (Previously Presented) The supplier identification and locator system of claim 24, wherein the directory Web site further comprises at least one metatag at least partially descriptive of the defined class of goods or services.

36. (Previously Presented) A supplier identification and locator system whereby a user can identify a supplier of goods or services over the Internet comprising at least one directory Web site stored on a server accessible from the Internet, wherein the directory Web site comprises a directory Web site address wherein a portion of the directory Web site address defines a class of goods or services; a plurality of supplier links where activation of a supplier link accesses a Web site having information regarding a supplier corresponding to that supplier link who offers the goods or services of the defined class of goods or services; a supplier descriptive portion located adjacent to the corresponding supplier link; a descriptive title portion at least partially describing the defined class of goods or services; and a first rollover window that displays information about at least one of the suppliers corresponding to a supplier identified

by at least one of the supplier links, and wherein the information displayed includes a written description of at least one of the supplier's goods or services of the defined class of goods or services.

37. (Previously Presented) The supplier identification and locator system of claim 36, wherein the first rollover window displays information about at least one of the suppliers corresponding to a supplier identified by a supplier link when the user pre-selects one of the supplier links.

38. (Previously Presented) The supplier identification and locator system of claim 36, wherein the directory Web site comprises a first set of supplier links and a second set of supplier links.

39. (Previously Presented) The supplier identification and locator system of claim 37, wherein the directory Web site comprises a first set of supplier links and a second set of supplier links.

40. (Previously Presented) The supplier identification and locator system of claim 38, wherein at least a portion of the first rollover window is visible when at least a portion of the first set of supplier links is visible.

41. (Previously Presented) The supplier identification and locator system of claim 39, wherein at least a portion of the first rollover window is visible when at least a portion of the first set of supplier links is visible.

42. (Previously Presented) The supplier identification and locator system of claim 36, wherein the directory Web site comprises a second rollover window.

43. (Previously Presented) The supplier identification and locator system of claim 36, comprising a plurality of directory Web sites.

44. (Previously Presented) The supplier identification and locator system of claim 43, wherein each directory Web site contains at least one link to at least one other directory Web site.

45. (Previously Presented) The supplier identification and locator system of claim 38, wherein the directory Web site comprises a second rollover window that is visible when the user views at least a portion of the second set of supplier links.

46. (Previously Presented) The supplier identification and locator system of claim 39, wherein the directory Web site comprises a second rollover window that is visible when the user views at least a portion of the second set of supplier links.

47. (Previously Presented) The supplier identification and locator system of claim 36, wherein the directory Web site further comprises at least one metatag at least partially descriptive of the defined class of goods or services.

48. (Previously Presented) The supplier identification and locator system of claim 47, wherein the directory Web site comprises a rollover window that displays information about at least one of the suppliers corresponding to a supplier identified by a supplier link when the user pre-selects one of the supplier links.

49. (Previously Presented) A supplier identification and locator system whereby a user can identify a supplier of goods or services comprising:

        a plurality of directory Web sites stored on a server accessible from

                the Internet wherein the directory web sites comprise:

a directory Web site address wherein a portion of the directory Web site address

defines a class of goods or services;

a plurality of supplier links where activation of a supplier link accesses a Web

site having information regarding the supplier corresponding to the

supplier link who offers the goods or services of the defined class of

goods or services;

a plurality of supplier descriptive portions adjacent to the link that accesses the

Web site having information regarding that supplier;

a descriptive title portion describing the defined class of goods or services

described by the directory web site address;

a rollover window that displays information about at least one of the suppliers

corresponding to a supplier identified by at least one of the links,

wherein the information displayed includes a written description of at

least one of a supplier's goods or services.

50. (Previously Presented) The supplier identification and locator system of claim 49, wherein the directory Web site further comprises a related directory Web site link and wherein the directory Web sites are configured to allow a user to: access a conventional search engine; input a search strategy into the conventional search engine to search for a supplier of a user determined good or service; view ranked result links as analyzed by the conventional search engine's algorithm and displayed by the conventional search engine; and activate a ranked result link corresponding to the directory web site corresponding to the user inputted search strategy thereby allowing the user to access the directory Web site corresponding to the user inputted search strategy.

51. (Previously Presented) A method to identify a supplier of goods or services comprising:

providing a plurality of directory Web sites wherein the directory Web sites comprise:

a directory Web site address wherein a portion of the directory Web site address

defines a class of goods or services;

a plurality of supplier links where activation of a supplier link accesses a Web site having information regarding the supplier who offers the goods or services of the defined class of goods or services;

a supplier descriptive portion adjacent to the link that accesses the Web site having information regarding that supplier and wherein the supplier descriptive portion describes the supplier who offers goods or services of the defined class of goods or services;

a descriptive title portion at least partially corresponding to the defined class of goods or services; and

a rollover window that displays information about at least one of the suppliers corresponding to a supplier identified by at least one of the links, wherein the information displayed includes a written description of at least one of a supplier's goods or services;

accessing a conventional search engine;

inputting a search strategy into the conventional search engine to search for a supplier of a user determined class of goods or services;

viewing ranked result links as analyzed by the conventional search engine's algorithm and displayed by the conventional search engine; and

activating a ranked result link corresponding to one of the plurality of directory web sites having a directory Web site address wherein a portion of the Web site address describes the goods or services corresponding to the user inputted search strategy whereby the user accesses the directory web site corresponding to the user determined class of goods or services and receives a display of the directory Web site accessed by the user, wherein the directory Web site corresponding to the user determined class of goods or services contains at least one supplier link to a corresponding supplier's Web site, wherein section and activation of the supplier link by a user accesses and displays the supplier's Web

site wherein the supplier offers the goods or services of the user determined

class of goods or services.

52. (Previously Presented) The method of claim 51, wherein the directory Web sites further comprise a rollover window that displays information about at least one of the suppliers corresponding to a supplier identified by at least one of the supplier links, wherein the information displayed includes a written description of at least one of a supplier's goods or services and further comprises the step of placing the cursor over or proximate to a supplier link on the directory Web site thereby causing the rollover window to display information corresponding to the supplier link having the cursor over or proximate it.

53. (Previously Presented) A method to identify a supplier of goods or services comprising:

providing a plurality of directory Web sites stored on a server accessible from the Internet, wherein the directory web sites comprise:

a directory web site address that is at least partially descriptive of a class of goods or services;

a plurality of supplier links where activation of a supplier link accesses a Web site having information regarding the supplier who offers the goods or services of the class of goods or services at least partially described by the directory Web site address;

a supplier descriptive portion adjacent to the link that accesses the Web site having information regarding the supplier who offers goods or services of the class of goods or services at least partially described by the directory Web site address, wherein the information comprises information chosen from the group consisting of: the supplier's address, the supplier's phone number, a written description about the supplier, and a written description of the supplier's product(s);

a descriptive title portion positioned at the top of the directory Web site and at least partially corresponding to the description of the class of goods or services described by the directory web site address; and

a rollover window that displays information about at least one of the suppliers corresponding to a supplier identified by at least one of the links, wherein the information displayed includes a written description of at least one of a supplier's goods or services of the class of goods or services at least partially described by the directory Web site address;

accessing a conventional search engine web site;

inputting a search strategy into the conventional search engine to search for a supplier of a user determined good or service;

viewing ranked result links as analyzed by the conventional search engine's algorithm and displayed by the conventional search engine; and

activating a result link corresponding to the directory web site having a directory Web site address that at least partially describes the user determined good or service thereby allowing the user to access the directory web site corresponding to the user inputted search strategy for the user determined good or service.

54. (Previously Presented) The method of claim 53, wherein the directory Web sites further comprise a related directory Web site link to another one of the plurality of directory Web sites.